



FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA IN SPORT STUDIES (SR113)

SR113 4D

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME : LOCOSCRUMPTIOUS

PRODUCT NAME: CHOCOJAR

PREPARED FOR:

MADAM SITI FAHAZARINA BINTI HAZUDIN

PREPARED BY:

Nik Muhammad Hafizuddin Bin Nik Rasly (2019242822)

Nurfarhana Binti Mahat (2019210674)

Siti Nur Umairah Binti Mohamad Yusof (2019220278)

Nurul Mashitah Binti Rosdi (2019245274)

Nurfatehah Athirah Binti Ahmad Nizam (2019418328)

LETTER OF SUBMISSION

Diploma in Sport Studies (SR113)
Faculty of Sport Science and Recreation
Universiti Teknologi RA Cawangan Pahang
26400, Pahang

16 JULY 2021

Madam Siti Fahazarina binti Hazudin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**LOCOSCRUMPTIOUS ENTERPRISE - CHOCOJAR**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
SITI NUR UMAIRAH BINTI MOHAMAD YUSOF
General Manager

ACKNOWLEDGEMENT

First and foremost, we would like to praise and feel thankful to the Almighty God, Allah SWT for giving us the strength and because of His blessings we managed to accomplish this assignment with success. Also, a lot of thanks and applause to all of the group members because without each of the effort, cooperation and time that have spend we would not have gone this far. A million thanks to all of the group members that have involved which are consist of Nik Muhammad Hafizzudin bin Nik Rasly, Nurfarhana binti Mahat, Nurfatehah Athirah binti Ahmad Nizam, Nurul Mashitah binti Rosdi and Siti Nur Umairah binti Mohamad Yusof.

On the other hand, we would like to extend our gratitude and give a big appreciation to our lecturer Madam Siti Fahazarina binti Hazudin because with her guidance we managed to complete this assignment with an excellent outcome. Thank you to all of the supports and knowledge that have shared with us throughout this semester.

Finally, we would like to express our special thanks to all of our friends and classmates for the help and guidance for this assignment. We gladly to wish that all of the effort, cooperation and time that have spend may bring the success to us. Hope that the experience and skills from completing this business plan assignment make us to be a very good entrepreneur in the future.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY..... 1

BUSINESS MODEL CANVAS (BMC)..... 2 - 4

1	BUSINESS BACKGROUND.....	5 - 8
2	OWNER BACKGROUND	9 - 13
3	ADMINISTRATION PLAN.....	14 - 17
4	MARKETING PLAN.....	18- 31
5	OPERATIONAL PLAN.....	32 – 40
6	FINANCIAL PLAN.....	41 – 45
7	CONCLUSION.....	46

APPENDICES..... 47

EXECUTIVE SUMMARY

The goal of this topic is to educate, guide, and produce students who are knowledgeable about entrepreneurship, as well as to encourage students to pursue business interests. We are instructed to sell products or services that will help us with this assignment for the subject Fundamentals of Entrepreneurship (ENT300), in accordance with the subject's goal of teaching, directing, and producing students with extensive knowledge in the field of entrepreneurship, as well as fostering business interests among students. As a result, we decided to make one product that made by us relatives.

Chocojar by Locoscrumptious is an innovative chocolate product in 2021. Chocojar is available in four varieties: Bubble Rice, Mini Coco Crunch, Choco Ball and Rainbow Bubble Rice. We also put a topping at the top of our product such as marshmallow, Oreo Crumbs, Kinder Bueno, Kit Kat and Milo Nugget. Chocojar by Locoscrumptious is located in Selangor. What can be said is that this product is quickly gaining popularity among Malaysian chocolate lovers in all ages. We also offers training to those interested in becoming their agent. Mission of our product is, we are constantly striving to create perfect premium chocolates that will make our customers happy. To ensure that the chocolates produced are perfect, we will continue to use only the highest quality ingredients and adhere to strict operational procedures. For the vision, to become a leading international chocolatier emphasising excellence and perfection by creating the finest and most decadent chocolates with our innovative spirit.